

AMENDMENT

1. (Twice Amended) A method of providing an electronic marketing presentation, comprising:

displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented in said marketing container to a user of an interactive medium;

associating a marketing attribute with the marketing object container; and

selecting at least one marketing object for being associated with the marketing object container.

7. (Amended) The method of claim 1, further comprising associating an item with the marketing attribute.

14. (Amended) The method of claim 1, wherein the marketing object container is dynamically associated with the marketing attribute.

16. (Amended) The method of claim 1, wherein a plurality of marketing objects are selected to be associated with the marketing object container, and wherein the marketing attribute determines which of the selected marketing objects is associated with the marketing object container at a particular time.

23. (Twice Amended) A system of providing an electronic marketing presentation, comprising:

a processor configured to display a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium; the processor also being configured to facilitate associating a marketing attribute with the marketing object container; and selecting at least one marketing object for being associated with the marketing object container; and

a memory coupled with the processor, the memory being configured to provide the processor with instructions.

24. (Twice Amended) A computer program product for providing an electronic marketing presentation, comprising:

computer code displaying a marketing object container, said marketing object container including a marketing location for receiving at least one marketing object to be presented by means of said marketing container to a user of an interactive medium;

computer code associating a marketing attribute with the marketing object container; and

a computer readable medium that stores the computer codes.